

5 a Day—Power Play! Steering Committee Meeting 11/18/03

Members Present:

Pam Simpson, American Cancer Society
Jennifer Garcia, Riverside County Public Health
Janie Luna, Riverside YMCA
Janet Leuty, CNUSD
Pam Sampson, San Bernardino County Public Health
Adolfo Gonzales, San Bernardino County Public Health
Kathleen Amnasan, Patton Intern
Susan Tietz, Riverside County Public Health
Dan Seidman, San Bernardino City Unified School District
Bonnie Konowitch, San Bernardino County Children's Network
Sasha Fisher, Riverside Unified School District
Rodney K. Taylor, Riverside Unified School District
Shante' King San Bernardino County Superintendent of Schools
Barbara Bromley Hall, UCCE Riverside County
Melodee Lopez, San Bernardino County Public Health

Meeting Highlights:

A brief overview of the minutes of the last meeting on 7/15/03 was presented after self-introductions of the members. At the last meeting, promotion of 5 a Day at the workplace was the discussion. It was also suggested the Bio-Sketch needs to be updated if resources have been changed.

Sasha Fisher shared with us the success of their poster contest. Flyers were distributed via the school cafeteria to students who brought them back to the classrooms, which interested teachers in initiating a plan for teaching education on fruits and vegetables. Twelve posters were selected for the creation of a calendar.

Discussion was then started on developing a newsletter that would be mostly geared to parents but also have a component to interest teachers. Melodee Lopez mentioned sources of information for themes can be taken off the American Dietetic Association's website. It was decided the newsletter could be most effective if done quarterly for the support of existing programs. Another newsletter was suggested annually for recruiting new people to the programs.

Newsletter Costs: The guidelines for the cost of the newsletter have not yet been received. Bonnie Konowitch suggested we look to other foundations to help with the printing costs. Rodney Taylor mentioned that the school districts maybe willing to take care of some of the costs for food service advertising. It was suggested the pricing for printing and layout be investigated by the next meeting.

Format: It was agreed the best format for appearances should be a four-page newsletter. It was suggested that the color of the newsletter could be associated with the season or

holiday at time of printing. Susan Tietz offered to set up a template for the newsletter. It was agreed that the newsletter be bilingual with Spanish printing below English on the same page. This could be the best way to support the new program - Goals 2004. It was suggested a shell could be ordered so information could be inserted. It was mentioned that it could be developed by the state so it would be a good idea to suggest this at the next Lead Agency Meeting. The only problem with this idea is time – it could be implemented for the future.

Distribution: It was suggested newsletters be sent home in a child's backpack because parents will usually read everything that comes home from school. Barbara Bromley Hall mentioned that teachers are more interested in reading something that catches their eye on the front page. A box on the front page for putting titles of information that is featured inside the newsletter was suggested. It was also suggested that teachers be approached individually at a program enrollment site to get feedback on what they would like to see in the newsletter. It was mentioned this could be a marketing tool for teachers. A question put on the tracking form can give teachers a chance to express their needs for a parent newsletter.

First Step In Getting Started: It was agreed the first newsletter could present a success story of one of the projects. Barbara Bromley Hall mentioned success stories sell what you are doing and get others interested. It's a great marketing tool. One or two line quotes could be used plus tips, recipes, etc. It was also suggested that the timing could coincide with Nutrition Month in March 2004. Sasha Fisher said she would be happy to be involved and Barbara Bromley Hall offered to make contacts and e-mail information for the body of the newsletter.

At the closing of the meeting, a thank you was given to Melodee Lopez and Pam Sampson for supporting the beverage taste test at Del Vallejo Middle School in San Bernardino.

Sasha Fisher mentioned that teaching at middle schools for one hour a week has been beneficial in giving students an understanding of why and how different foods are good for them. She says they have been taught what foods are good for them but lack the understanding of why and how.

The next general 5 a Day coalition meeting is set for February 10, 2004 from 3 – 4:30 p.m. at Riverside County Office of Education.

The next 5 a Day—Power Play! Steering Committee Meeting is scheduled for Tuesday, January 27, 2004 from 10 a.m. to 12 noon at Riverside County Office of Education.